SuiteSuccess for Shopify Plus

Make the Connection: NetSuite + Shopify Plus
Is a Complete Solution for Online Merchants

scg

ORACLE
NETSUITE | scg

SuiteSuccess for Shopify Plus

Make the Connection: NetSuite + Shopify Plus Is a Complete Solution for Online Merchants

By replacing their many different point software solutions with NetSuite and Shopify Plus, online merchants are managing higher sales volumes, accelerating order fulfillment processes, and maintaining accurate inventory levels.

Weighed down by the many different point software solutions that require manual data transfer via spreadsheets and email, Shopify Plus users spend a lot of time getting order data into their accounting systems to speed up sales, fulfillment and payment processes. These extra steps can add up to significant losses in a fast-paced business environment where customer demands are constantly changing, profit margins are thin, and the next competitor is a click away.

By replacing their point solutions with NetSuite and using Shopify Plus as it was intended—to manage a high volume of ecommerce transactions—companies across all industries can leverage the power of this dynamic software duo. By integrating their front-end and back-end systems, merchants automate their data flows and send ecommerce orders right to their Enterprise Resource Planning (ERP) solution.

This not only accelerates sales and fulfillment processes, but it also helps online merchants better manage their inventory and stock levels, automatically sync orders with that data, maintain accurate customer records, and eliminate the need for spreadsheet management plus the extra time and high number of data errors that go along with it.

In this guide, we explore the challenges that both B2C and B2B merchants face as they attempt to run their growing operations on disparate technology systems and highlight how one NetSuite Solution Provider Partner effectively connects NetSuite with Shopify Plus to create a complete business solution for merchants across most industry verticals.

Table of Contents

scg

Grabbing a Piece of the Ecommerce Pie

With US ecommerce sales growing by 25.7% in 2020 and expected to increase by another 13.7% in 2021, the lure of online selling is strong for both virtual and brick-and-mortar retailers that want to grab their piece of the ecommerce pie. These companies may build their online presences using Shopify or Shopify Plus, but most quickly realize that an automated storefront is not enough in today's fast-paced ecommerce selling environment.

In most cases, those point solutions include applications like QuickBooks, Xero Accounting or FreshBooks (for financial management), and Gorgias, Salesforce or HubSpot (for customer relationship management). "Shopify Plus merchants are straddled with a series of point solution applications, as opposed to the integrated one system of truth/system of record NetSuite model," said Paul Seibert, NetSuite and Shopify Practice Director at Seibert Consulting Group (SCG), an official Oracle NetSuite Solution Provider Partner based in Carlsbad, California and Boston, Massachusetts.

To stay out in front of their competitors, these merchants need a unified ERP system that integrates directly with Shopify Plus and that connects their front-office and back-office operations on a single platform. As the number of data transfers, spreadsheets and emails needed to run a successful online entity increases, NetSuite automates all of the financial, accounting, order, inventory and fulfillment management processes while Shopify Plus handles the front-end sales transactions.

"By integrating Shopify Plus with NetSuite, online merchants can eliminate the diaspora of point solutions hampering their operations, and automate their operations while simultaneously future-proofing their business for explosive growth."

Paul Seibert, NetSuite and Shopify Practice Director, Seibert Consulting Group (SCG)

Marrying NetSuite With Shopify Plus

With annual revenues ranging from $2 million to $4 million and up, Shopify Plus users tend to focus on high-end and luxury merchandise, big-ticket items (e.g. furniture, appliances, etc.) and products for both retail and B2C applications. A growing segment of the Shopify Plus merchant universe centers on B2B sales and wholesale distribution, both of which have historically been strong sectors for NetSuite.

By marrying NetSuite with Shopify Plus, SCG allows these and other online merchants to fully leverage both platforms. With robust customer management capabilities, for example, NetSuite eradicates the need for an outside CRM application like Salesforce, which is a common choice for online merchants.

"By adopting NetSuite, Shopify Plus users get all of the benefits of ERP in terms of supplanting their point solutions for accounting and general ledger applications like QuickBooks, Xero and others," said Seibert, who has seen numerous online merchants adopting NetSuite to back their Shopify Plus web stores with its strong CRM capabilities. To help those companies further leverage NetSuite, SCG developed a SuiteApp that integrates NetSuite with both Shopify and Shopify Plus.

Using the SuiteSuccess implementation methodology, which is based on 20 years of industry-leading practices and extensive business optimization methods, NetSuite can be up and running in less than 100 days. With traditional ERP implementations taking much longer than that, SuiteSuccess greatly accelerates this timeline and helps companies achieve faster, more predictable results.

Working with its fellow NetSuite Technology Provider Partners, SCG's NetSuite Engineering Services Practice has also built cross-platform SuiteApps like Annex Cloud's Loyalty. "We've been in discussions with Shopify Plus as the first and only NetSuite Solution Provider Partner that is also a Shopify Plus Agency," Seibert said, adding that SCG created a SuiteSuccess methodology called "SuiteSuccess for Shopify."

"As one of the first Shopify Partners in North America and with a veteran NetSuite ecommerce staff and custom applications for both Shopify and NetSuite, the SCG Team is uniquely situated to create SuiteSuccess for Shopify."

Paul Seibert, NetSuite and Shopify Practice Director, Seibert Consulting Group (SCG)

Right Out of the Gate

With a typical implementation time of 90 days, SCG gives online merchants a true integration between their Shopify Plus stores and a robust cloud-based ERP right out of the gate. With their front- and back-end operations suddenly working on an integrated platform, the benefits that companies immediately see include better inventory management, easier general ledger and accounting processes, and the ability to integrate with Warehouse Management Systems (WMS), Electronic Data Interchange platforms (EDI) and NetSuite's Advanced Inventory Management and Advanced Revenue Management modules.

The combined solution also allows companies to operate fully in the cloud, avoiding the hefty costs of running on-premises software, purchasing servers and supporting those moves with a robust internal IT team. "When all of an online retailer's operations are in the cloud, its employees can be instantly productive at any time from any location on any device," said Seibert. This single benefit can translate into major efficiencies in an era where more companies are operating with more remote staff—a trend that's expected to outlast the COVID-19 pandemic that initially spurred it on.

Through its Shopify-NetSuite integrator, SCG also helps companies tap into all of the ERP system's native functionality, including all of the accounting and inventory controls that their previous point solutions couldn't offer. One maker of LED lighting fixtures that SCG worked with recently was previously using Shopify Plus, yet its sales team still had to take orders via phone from their wholesale distribution customers.

scg

"They were keying the orders into Shopify Plus and processing them that way," said Seibert. "With NetSuite, the LED maker now has a complete report, proper demand planning and all of the benefits of the Advanced Manufacturing Module." The company is also using NetSuite CRM, which allows it to take all of the leads gathered at trade shows and then create automated lead nurture campaigns for each of those prospective customers.

For some online merchants, the great aha moment comes when NetSuite and Shopify Plus are connected and the company realizes that it no longer needs to shell out money for Salesforce. Instead, it can use NetSuite CRM to manage its current and prospective customers.

NetSuite also helps to address Shopify Plus merchants' business requirements around warehouse management and Electronic Data Interchange (EDI) integration, while also providing advanced revenue management and inventory management.

"For many companies, having a robust, built-in CRM is a top priority and a business need. Being able to tick off that box with a NetSuite-Shopify Plus integration is often the icing on the cake for those merchants."

Paul Seibert, NetSuite and Shopify Practice Director, Seibert Consulting Group (SCG)

Seibert Consulting Group is uniquely positioned to advise Shopify Plus merchants on not just the above features and benefits of NetSuite's true cloud-based ERP, but also operational tasks like the comprehensive data migration strategy documentation and process during implementation projects.

scg

90 Days From a Standing Start

As ecommerce sales continue to climb and as more companies hone their online selling approaches, the need to connect online storefronts with the back-office will continue to increase. By replacing their many different point software solutions with NetSuite and Shopify Plus, smart online merchants are managing higher sales volumes, accelerating order fulfillment processes, and maintaining accurate inventory levels. They're also minimizing manual process and spreadsheets while allowing valued team members to focus on more mission-critical tasks.

"SuiteSuccess for Shopify affords merchants running Shopify Plus—or even more antiquated solutions like Magento or Miva Merchant—to migrate to a new integrated business system in one fell swoop," said Seibert, "and go live within 90 days with a best-in-class ERP, CRM and ecommerce solution."

Companies that make this move not only see extensive operational benefits, but they also lower their risk in a business setting where entrepreneurs are often seen as individuals who will roll the dice and hope for the best. In reality, Seibert says these savvy business owners are usually looking to lower their risk and can use NetSuite as a core tool for reaching that goal.

"By integrating NetSuite with Shopify Plus, companies can minimize the risk of migrating their accounting systems and be online from a standing start, no matter what point solutions they have in place," he concluded, "Even if you're running on a legacy accounting system, SCG will have you in the cloud on NetSuite and Shopify Plus within 90 days from a standing start with SuiteSuccess for Shopify Plus."